

IS THERE MONEY IN YOUR HOME?



Home Equity Looms Over Our Wealth



\$503,000,000,000

Total increase in American home equity SO FAR in 2015



\$1,582

Average equity increase per household during the first half of 2015.

How much of our net worth is invested in our homes?

Age	Total Net Worth	% in Home Equity
35-44:	\$35K	59%
45-54:	\$84K	71%
55-64:	\$145K	68%
65+:	\$170K	83%



The richest Americans keep about **30%** of their net worth in their homes.

The rest of us keep a whopping **67%**.

Why? Wealthy people take their money out to turn it into more money.

The three most common uses of home equity:

- 1 Entrepreneurship:** Starting or expanding a small business
- 2 Reinvestment:** Home improvement
- 3 Redirection:** Exchanging high-rate debt for low-rate debt

Entrepreneurship:



50%

Of all American MILLIONAIRES own their own business.



68%

Of all American BILLIONAIRES own their own business.

Reinvestment:



Using the equity in your home to increase its value is a good idea



Adding a room is a lot less expensive than buying another home.

Debt:



Average American household carries **\$15,583** in credit card debt



Average college student carries **\$30,867** in student loan debt